Moving Image Social Tagging: Professional vs. Amateur Production Comparison

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Abstract:
The variability of moving image records and their dynamic nature create many unique description and access challenges for archivists. Social tagging could provide solutions to these issues, and research on the associated variables, such as video length and genre, would focus archivists’ use of tagging to the most beneficial environments. This project compares the user-generated tags of amateur and professional videos, and addressing the following research question: What are the similarities and differences between user-generated description of amateur and professionally produced videos? Five hundred participants viewed and created tags for a short (5 minute) online video. Participants were randomly divided between amateur and professional videos. Both the amateur and professional videos contained similar variables, such as sound, narration, and subject matter. The high number of participants produced a large population of tags whose subsequent analysis identified the strengths and limitations of moving image tagging through open-coding analysis and descriptive statistics. Subsequent comparison with previous tagging studies of photographs and textual documents further differentiates the findings. The findings provide concrete best practice recommendations for repositories interested in integrating social tags within their digital collections.

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About the Author:

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